



**United Way**  
Fort McMurray  
and Wood Buffalo



# Spreading Local Love

Throughout Our Community



**#NowMoreThanEver**



## Supporting Youth Through Health & Wellness Initiatives

*Heart of the Matter* is a United Way funded health and wellness program to help youth who are dealing with the complex feelings associated with divorce or separation.

During a group session, a grade five student shared her family dynamic with her peers. As the mentee told her story the group was quiet, respectfully listening, as she informed them that she was no longer allowed to see her mother who was struggling with addiction.

The mentee was upset and vulnerable, and told the group that her dad was trying his best given the current circumstances. The group continued to be silent until one student said, "we love you, we are here for you, you are not alone."

This instance highlighted the importance of providing support for children and youth going through family dynamic changes, and the strength, support and sense of community a program can bring to one's life.



## Show Your Local Love

I have called Fort McMurray home since 2012 and have been very fortunate to have family near, have met great friends, and embrace everything our community has to offer. My experience is shared by many, however, there are some that have had a very different journey.

Together as a community, we have faced natural disasters, economic downturns and now a pandemic. With these significant, life changing events, many individuals have found themselves struggling with fears, depression, and PTSD. Social isolation, poverty, and the shortage of accessible services make it difficult to seek the mental health support that is needed.

Mental Health is a pressing issue on the rise in our community today. United Way works to partner with agencies on community based initiatives focused on combating mental health issues, and promoting wellness.

Through funded programs rooted in health and wellness, child and youth programming, 24-hour crisis intervention, professional counselling, and social connectedness, United Way- in collaboration with their partner agencies- ensures those impacted by mental health issues can access the support that they need.

Let's work together to ensure these vital mental health services are available to those who need them now more than ever.

**Show your Local Love and donate today!**

Kelly Tole  
Community Liaison, Finning Canada & Committee  
Member Finning United Way Campaign

# Three Pillars Of Impact

## All That Kids Can Be

Giving youth the support they need to get a great start in life, do well in school and reach their full potential.

### 2019 Highlights:

- **412 youth** were provided with a safe, supportive environment to interact and have fun.
- **8,800 hot meals** were prepared for pre and postnatal mothers, and their children, providing some clients with their only hot meal of the day.
- **500+ girls**, ages 7-18, were delivered gender-specific, empowering programming.
- **5,624 Local Lives Directly Impacted\***



## Healthy People, Strong Communities

Creating a vibrant community, where everyone experiences a sense of belonging and connection to one another.

### 2019 Highlights:

- **3,100 students** received Halloween and pedestrian safety information.
- **6,200+ individuals** were served through family support and early learning programming.
- **453 individuals** were provided education and awareness on elder abuse/ age friendly sensitively and accessibility training through 18 sessions.
- **6,500 hot lunches** were provided to seniors in an environment of social connectedness.
- **36,043 Local Lives Directly Impacted\***



## From Poverty to Possibility

Helping meet the basic needs of our community's most vulnerable.

### 2019 Highlights:

- **3173 warm showers** were provided to individuals accessing the day-time drop in centre.
- **22 individuals** were able to obtain stable housing through wrap-around support services.
- **54,717 nutritious meals** were served to individuals accessing the Emergency Shelter, Out of Cold Shelter and community meal program.
- **16,794 Local Lives Directly Impacted\***

*\* Total count of unique individuals is unavailable. Individuals accessing services at multiple organizations are counted at each organization, resulting in a larger collective count.*



**In any given year, 1 in 5 people in Canada will personally experience a mental health problem or illness.** Mental illness affects people of all ages, education, income levels, and cultures.



# Donor Dollars At Work



**\$10**

provides an expectant/new mom with milk coupons for two weeks.



**\$120**

provides 30 pairs of warm gloves for individuals experiencing homelessness, to keep their hands warm in the cold winter months.



**\$1,200**

provides a life-saving air ambulance flight for specialized emergency care.

## Tax Benefit For Giving

TAX BENEFITS				
Annual Donation	\$520	\$1,200	\$5,200	\$12,000
Alberta Tax Credit	\$87	\$230	\$1,070	\$2,498
Federal Tax Credit	\$122	\$320	\$1,480	\$3,452
<b>Total Tax Credit</b>	<b>\$310</b>	<b>\$650</b>	<b>\$2,650</b>	<b>\$6,050</b>

*\*The above chart gives examples of available charitable tax credits based on an annual taxable income of less than \$200,000. Please visit Canada Revenue Agency's website or speak to a financial advisor for a detailed analysis of how tax credits can apply to you.*

## Why Choose United Way Fort McMurray And Wood Buffalo?

Your donation stays local and is strategically invested right where you live, work and raise your family.

Your investment improves lives: it ensures people in Wood Buffalo have access to the supports they need the most, when they need them.

We are committed to a rigorous measurement process with annual reporting, from ourselves and our agencies, and we generate a high return on community investment.

## Creating Impact Everyday



**United Way**  
Fort McMurray  
and Wood Buffalo

The Redpoll Centre at Shell Place 1 C.A. Knight Way Fort McMurray  
Email: [info@fmwbunitedway.com](mailto:info@fmwbunitedway.com) Phone: 780-791-0077  
Website: [fmwbunitedway.com](http://fmwbunitedway.com)